

The influence of Facebook in the holiday decision making of Muslim women in the UK.

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Muslim consumer segment now represents the Fourth 'Billion' segment after China, India, and women overall in all around the world. Muslim population is increasing faster than the other segments in the UK. Muslim women play a significant role in family decision-making. Yet, researchers have neglected this segment. On the other hand, internet plays a vital role in decision-making and likewise, social media is influencing the family decision-making. Furthermore, women have an influential role at following stages of decision-making specifically in holiday decision making: information search, information processing, and determination of specific holiday package. Muslim population is growing very fast in the UK, which makes this segment important enough to be studied. Second, social media has become the most powerful tool for communication, social networking, and for different other activities such as family decision-making. Lastly, there is a very little research on the buying behaviour of British Muslim women especially on their holiday decision-making. Quantitative methodology will be used in this research. Data will be collected through internet questionnaires. Data will be further analysed by using different soft wares such as Smart PLS and SPSS.

Key Words: Facebook, social capital, reciprocity, autonomy, self-disclosure, empowerment, Muslim women, and holiday decision-making.

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